

DOMOTEX asia/CHINAFLOOR 2026

The Global Meeting Point for the
Flooring Industry in Asia

POST SHOW REPORT

27-29 May, 2026

Shanghai, China

www.domotexasiachinafloor.com

DACF
Exhibitions
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GLOBUS
events



Deutsche Messe



汉诺威米兰展览(上海)有限公司
Hannover Milano Fairs Shanghai Ltd.

DOMOTEX
asia **CHINAFLOOR**



200,000m²

Exhibition
Area



1,500

Companies &
Brands



83,887

Professional
Visitors



18,302

International
Visitors



146

Visiting
Countries

DOMOTEX asia/CHINAFLOOR is the global meeting point for the carpet and flooring industry in Asia.

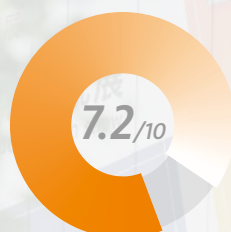
The 28th edition of DOMOTEX asia/CHINAFLOOR, held from 26–28 May 2026 at the Shanghai National Exhibition and Convention Centre (NECC), achieved strong attendance, strengthened its international reach, and showcased a compelling array of forward-looking innovations. Despite ongoing economic uncertainty and global trade challenges, the event reaffirmed the resilience and dynamism of the global carpet and flooring industry. International attendance surpassed expectations, with a record-breaking 18,302 visitors from 146 countries, underscoring the exhibition's growing global influence and appeal.

Co-located with industry-leading platforms including R+T Asia, cadex, and HD+ Asia under the **BUILD ASIA Mega Show** umbrella, the exhibition continued to broaden its cross-sector appeal, delivering enhanced value for professionals across the entire construction & design ecosystem.



Who Exhibited?

1,500+ companies & brands showcased their latest products and cutting-edge technologies in a gross exhibiting area of **200,000** sqm.



Exhibitor Satisfaction Rate (1-10)



Some of the Leading Exhibiting Companies

HARD FLOORING & FLOORING TECHNOLOGY



*In no particular order



CARPET & CARPET TECHNOLOGY



*In no particular order

/ What Did Exhibitors Say?

We are happy to be present again at DOMOTEX asia this year. Coretec, as the architect of multi-layered PVC flooring, has been a trendsetter and an innovator. I think we owe it to the organizer and to the China market to be present in each edition. We will definitely come back next year.

Coretec

***Jan Dossche
President***



It is always a pleasure for Daejin to participate in DOMOTEX asia. The exhibition is a great opportunity to introduce our new products and connect with customers. We appreciate the organizer's dedication and are proud to be part of this event. We look forward to returning again next year.

Daejin (Decoria)

***Chulho Jun
Senior Manager***



We're very happy with this edition of DOMOTEX asia because we met many new customers from Central Europe, Eastern Europe, Latin America, Canada and Australia. We will definitely come back next year, because obviously we have expanded our customer base quite dramatically after these days in Shanghai.

UNY Group

***Francis Maurice Debrabandere
General Manager***

This was the first time our Board organized a pavilion at DOMOTEX asia, and we met strong interest from our members to participate in this new opportunity to expand their business in China and the broader Far East region. The exhibition met our expectations in terms of visitor quality, business opportunities, and market exposure.

Ministry of MSME, India

***Shaubhik Bhardwaj
Section Officer (Cair Board)***



We are truly happy about our second consecutive participation in DOMOTEX asia. The positive feeling of last year has been confirmed in this edition. We are ready for our third participation in a row in 2027.

Ragolle

***Hendrik Masquillier
International Sales Manager***



We are pleased to announce that we will once again be exhibiting at DOMOTEX asia in 2027. The event also provides an excellent opportunity to support our large and loyal customer base while strengthening relationships with manufacturers and industry partners throughout the region.

Card-Monroe Corporation

***Zach C. Monroe
VP of Sales & Business Development***



Who Visited?

International attendance reached a record of **18,302** visitors from **146** countries, up from 124 ones represented in 2025. The scale of the event, combined with its record international reach, further reinforced DOMOTEX asia/CHINA-FLOOR's position as a crucial global meeting place for the flooring industry.

8.0/10

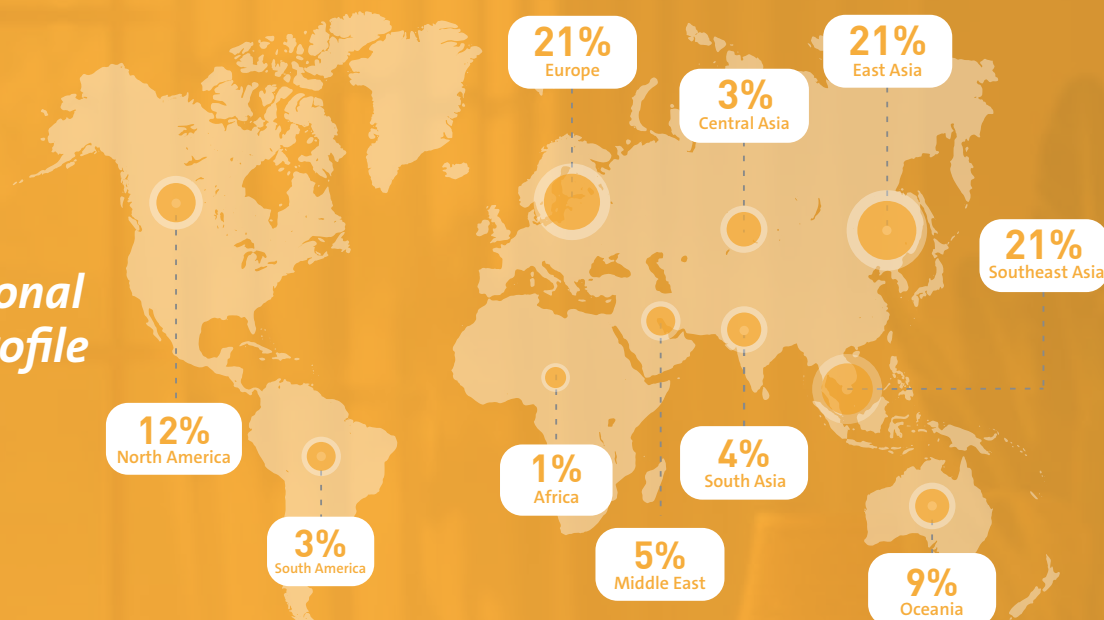
Visitor Satisfaction
Rate (1-10)

88%

Revisit Intention
Rate



/ International Visitor Profile

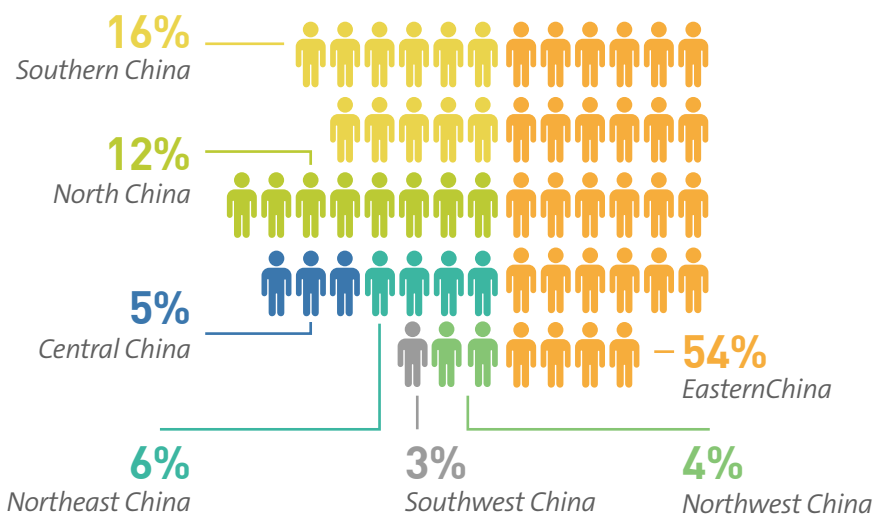


- **Asia** continued to be the primary source of international visitors, representing 54% of the total. While East and Southeast Asia maintained their leading positions, visitor numbers from emerging Belt and Road markets (South and Central Asia) recorded notable growth, underscoring the expanding trade relations between these regions and China.
- **European** participation continued the upward trajectory seen over the last three years. The largest visitor contingents came from Poland, Germany, Italy, the UK and Spain, all of which reported y-o-y growth compared with 2025.
- Despite the current trade headwinds, attendance from **North America** remained resilient, with the United States holding steady, while Canada posted another year of growth, with visitor numbers increasing by 14.3% over 2025.
- Visitor numbers from the **Middle East** declined slightly compared with 2025 due to the current geopolitical situation in the region but remained above the levels recorded for the 2024 edition.
- Other regions also continued to show positive momentum, with **Oceania** recording another consecutive year of growth (+21.6%), visitor numbers from **Africa** nearly doubling, and **South America** registering an 8.5% increase compared with 2025.

/ Top 15 Countries with the Highest Attendance

				
South Korea	Australia	Malaysia	Thailand	Japan
				
India	United States	Singapore	Vietnam	Indonesia
				
Canada	Poland	Germany	Pakistan	Italy

| Chinese Visitor Profile



- Eastern China is the largest domestic visitor region to DOMOTEX asia/CHINA FLOOR, accounting for **54%**.

- The proportion of visitors from various regions remained stable compared to last year, with a slight increase in the proportions from Northeast China.



| Chinese Visiting Regions

Shanghai

Jiangsu

Zhejiang

Shandong

Guangdong

Anhui

Hebei

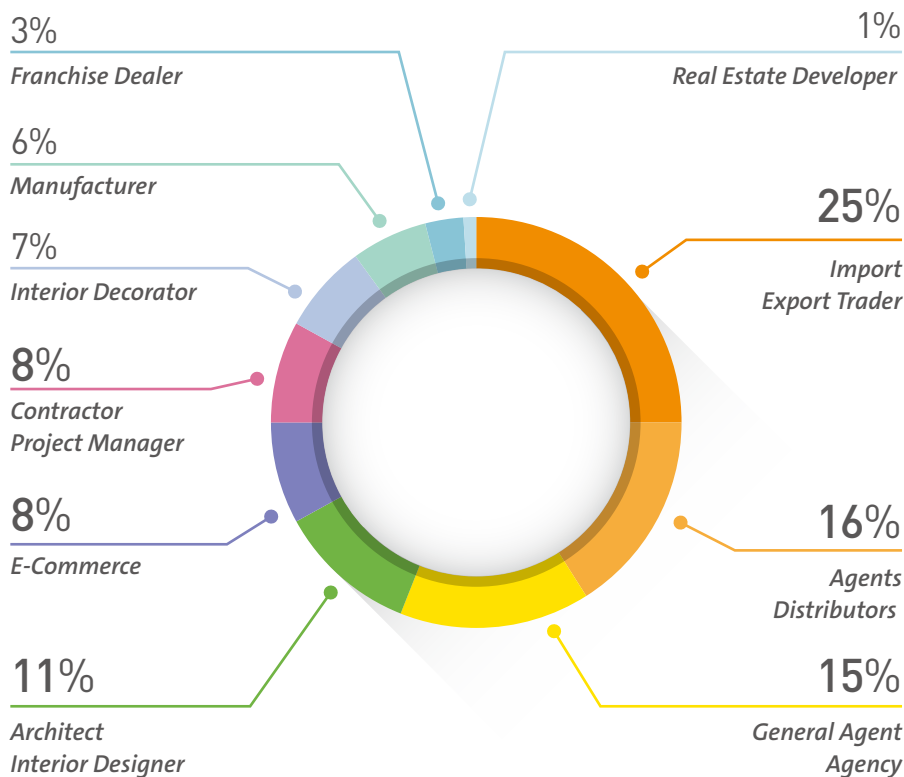
Beijing

Fujian

Henan



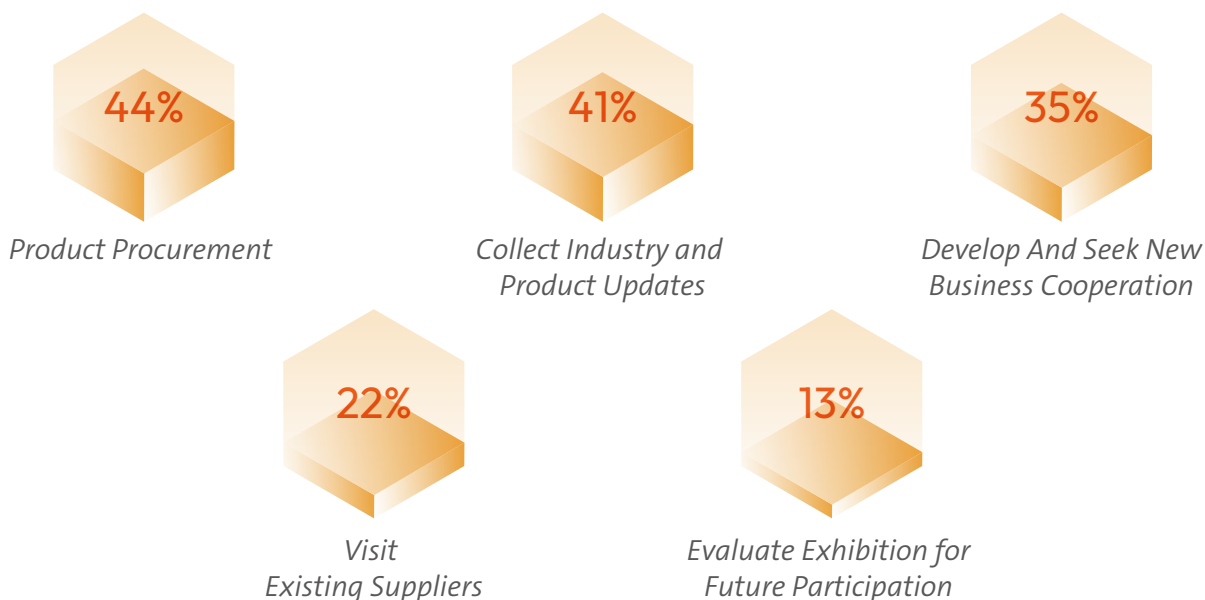
| Visitor Profile



- Import & export traders, agents and distributors are the three main visitor categories which account for over 50% of the total.

- Based on DOMOTEX asia's position as a crucial global meeting place for the flooring industry, the proportion of import and export traders reaches 25%, marking a 2% year-on-year increase.

| Main Purpose of Visit



- The proportion of visitors with clear procurement intentions has increased by nearly **5%** year-on-year.



Sightseeing Tour



Networking VIP Night



Business Matching



Guided Booth Tours

Buyer Delegations

/ DOMOTEX asia Buyer Club

•To ensure efficiency in reaching out to the most qualified buyers, the show hosted various buyer delegation groups put together in partnership with regional industry stakeholders, associations and media partners from all different flooring segments.

•This year, a record **250** selected international buyers representing **34** countries joined the Buyer Club program for participating in targeted matching events and enjoying exclusive hospitality benefits. Selected in partnership with regional industry associations and media partners, the buyers engaged in over 650 business meetings with more than 100 exhibitors.

DOMOTEX asia/CHINAFLOOR was such a well-run and well-attended expo. The variety and quality of exhibitors were first class, with so many business opportunities for our Australian and New Zealand buyers to explore.

Phil Buckley

*CEO of Australasian Timber Flooring Association
Organizer of the buyer delegation from Australia*

/ Chinese Buyer Delegations

Over **400** hosted Chinese buyers were brought to the event through **17** local associations such as Shanghai Yilian Building Materials Market, Suzhou Zhejiang Chamber of Commerce, Shanghai JiaShi-Jia, and other industry partners and associations. The program also engaged industry influencers brought together by the leading social media platform-RED NOTE.



| What Did Buyers Say?



We have been coming to DOMOTEX asia for over 20 years. It is where we have built and nurtured countless long-standing business partnerships, and every visit leaves us brimming with valuable, actionable insights. We've cherished our 20+ years of participation, and we look forward to returning for many more successful editions to come.

Mark Doherty (United Kingdom) Flanagan Distribution Scotland Ltd

Our entire experience at DOMOTEX asia has been wonderful. Every member of the event team has gone above and beyond to take care of us throughout the show, making every visit smooth and stress-free. This exhibition is truly amazing with the latest product innovations, market insights and supply chain resources we've been searching for. It's been such a rewarding, well-rounded experience that we will sure come again next year.

Kirby Watson (Australia) Base Build



This marks my 15th time attending the show in person — and 2026 has easily been one of the best editions yet. The show is noticeably busier this year, and that's exactly what makes it so exciting - seeing the industry come back to life with far more attendees than in recent years fills us with so much optimism. It's been a fantastic 2026 show, and we can already tell the whole year ahead is going to be full of great new opportunities.

Andres Abad (United States) Masters Building Products

We discovered many new product types and a wide variety of options, including Chinese manufacturers that have already set up production overseas. It was also a great opportunity to meet people from the same industry, reconnect with old acquaintances, and make new contacts. We need to focus more on differentiation, product selection, quality, and service, instead of only competing on price.

Surapat Trairattanathada (Thailand) 9000Group Co., Ltd.



We attend DOMOTEX asia/CHINAFLOOR every year. This edition once again offered a comprehensive product mix, with clear zones across the wood flooring, resilient flooring, and carpet halls. Many exhibitors showcased new decorative patterns, and our discussions with several shortlisted suppliers were promising.

Jianhua Li (China) Shenzhen Yunzhuo

Concurrent Events and Activities

DOMOTEX asia/CHINAFLOOR is also focused on being a reference point for education, information, and knowledge exchange within the flooring industry in Asia. As part of the broader Build Asia ecosystem, it featured a dynamic program of forums, exhibitions, and knowledge-sharing events spanning architecture, interior design, construction, and materials innovation.

| Asia Flooring Talks

With 15 distinguished speakers from around the world and more than 250 attendees, the conference featured a series of insightful presentations and engaging panel discussions covering the latest market statistics, emerging trends, manufacturing innovation, interior design developments, sustainability, and consumer behavior across Asia's largest flooring markets, all viewed through a global lens.



| Sense-It! Design & Sensory Economy Summit – by cadex

For years, cadex has served as a premier platform within DOMOTEX asia/CHINAFLOOR, fostering cross-industry collaboration for the contract, design, and architecture community. This year's summit, "Sense-It! Design and Sensory Economy," took place on the opening day of the show, bringing together Chinese and international experts in architecture and interior design to explore how sensory economy principles can be integrated into design, supported by real-world case studies and success stories.



/ Carpet Island by Red Note

Red Note Carpet Inspiration Island, targeting carpet brands, home designers, distributors, and industry influencers, provided an in-depth analysis of Red Note's curatorial operation system and viral content strategies for carpet influencers. The initiative aimed to establish a comprehensive pathway integrating trend forecasting, content creation, curator-led distribution, and closed-loop transactions.

/ China Flooring Industry Channel Innovation Conference

This conference convened leading practitioners to address high-end operations, import localization, custom design, existing-market revitalization, county-level deep cultivation, and retail innovation. It delivered market-validated, replicable, and profitable breakthrough strategies in a comprehensive and efficient manner.



/ Hospital Construction & Industry Integration Forum

In response to the implementation of the Healthy China strategy and the need for stronger integration across medical care, elderly care, and construction sectors, this forum brought together stakeholders from government, industry, academia, research, and application sectors. It aimed to establish an efficient cross-disciplinary collaboration platform, address the core needs of integrated medical and elderly care development, and support the high-quality growth of the industry.



Media Exposure

70+

international & domestic
media partners

600+

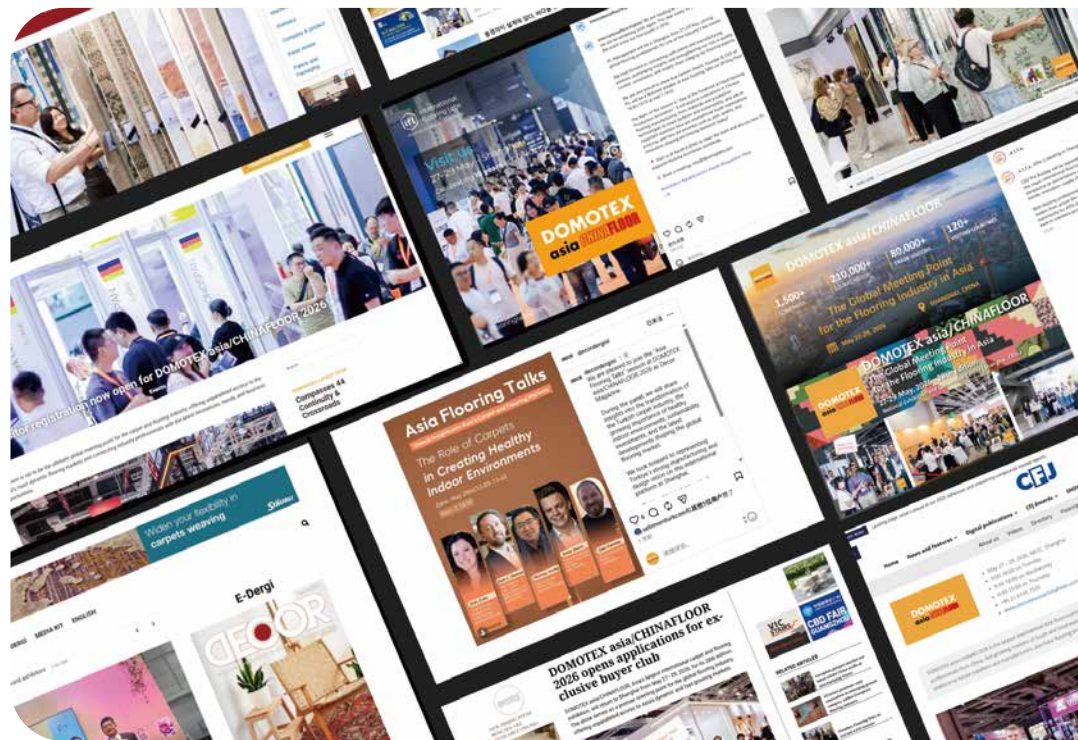
articles & advertisements
on printed & online media

13

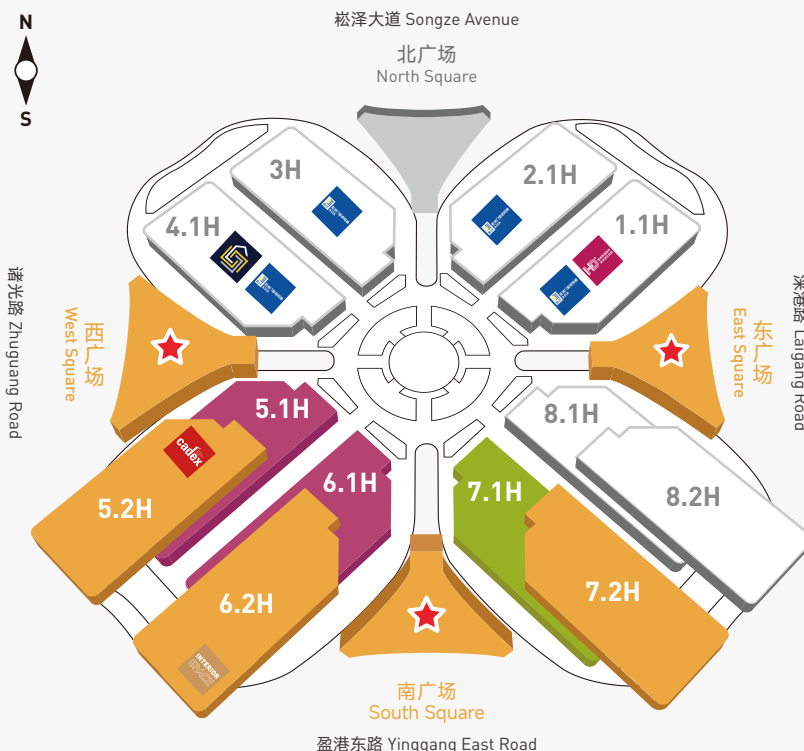
social media
platforms

100,000+

members & followers
on the social media groups



Build Asia Mega Show



DOMOTEX asia/CHINA FLOOR 2027 will return again in Shanghai at the **National Exhibition and Convention Centre (NECC)** from **26 to 28 May**.

- For more information visit:
www.domotexasiachinafloor.com
- For booth reservation contact:
may.liu@globusevents.com

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